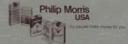
LEO BURNETT COMPANY, av.

Ad No. X (1994 - 7) Company - Roy No. 20040 - Stand Days S.W. - Night - Talkaria Trade - 77 of



☐ We have the industry's fastest-growing 100 mm's.
Matthon 100's were up +24% in sales last year.
Benson & Hodges 100's, up +12%. Parliament 100's, up +47%.
Philip Morris is the out-of-sight 100 mm. leader.

☐ And our smokers won't switch. If you don't have the 100 mm.



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